

## ABSTRACT

A permanent treatment method of the present invention is a method, which has been invented in order to provide a permanent treatment process, which can maintain a straightened-hair state of hair for a long time. The treatment method of the present invention is equipped with: a permeating step of adhering a permanent treatment liquid, which includes thioglycolic acid, down to a position, which is adjacent to the hair root of hair, thereby permeating the permanent treatment liquid into the hair root; and a shaping step of pulling the hair while warming the hair, which is in such a state that the permanent treatment liquid is adhered thereon, to a predetermined temperature, thereby shaping it to straight hair. In accordance with this permanent method, hair, which has extended anew since the permanent treatment, turns into straight hair.